

COGNITIVE PROCESSES

Agenda

1. Quiz
2. Knowledge
 1. Conceptual knowledge
 2. Definitional, prototype and exemplar knowledge

Conceptual Knowledge

On the way home Kelly tripped and ended up dropping the ice cream and breaking a nail.

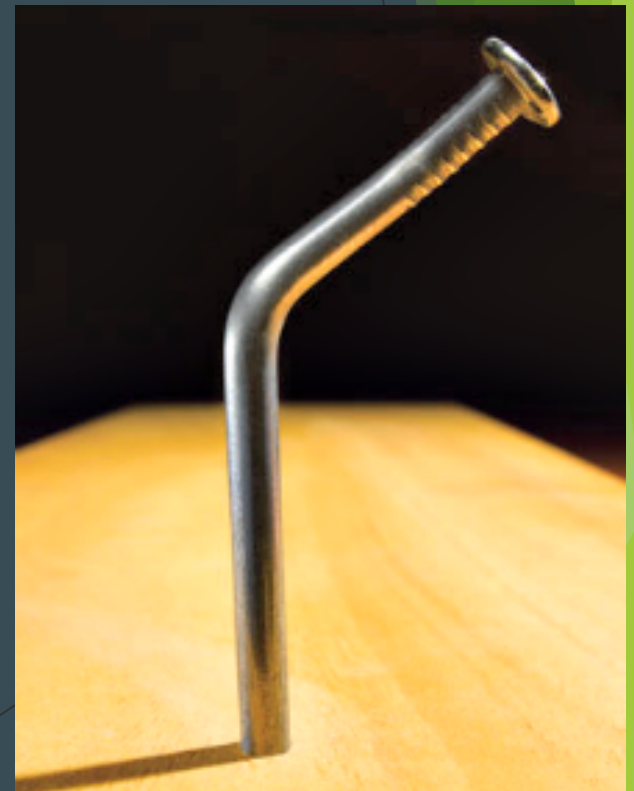
Conceptual Knowledge

*On the way home **Kelly** tripped and ended up dropping the ice cream and breaking a nail.*



Conceptual Knowledge

*On the way home Kelly tripped and ended up dropping the ice cream and breaking a **nail**.*



Conceptual Knowledge

On the way home Kelly tripped and ended up dropping the ice cream and breaking a nail.

- this simple sentence is informed by an astonishing amount of **conceptual knowledge**

Conceptual Knowledge

Conceptual knowledge: knowledge that enables us to recognize objects and events and to make inferences about their properties

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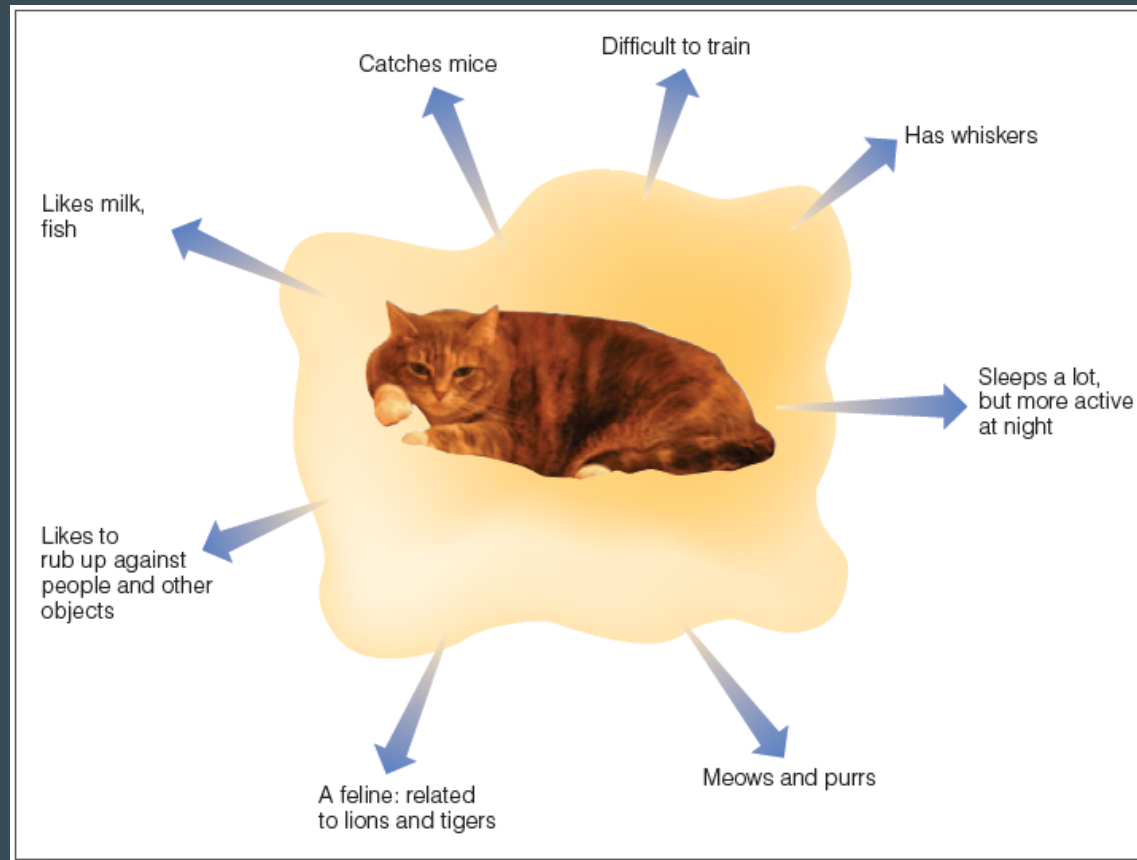
- ▶ knowledge exists in the form of **concepts**
 - ▶ **Concepts** - mental representation or meaning of an object, event, or idea...

Conceptual Knowledge

Conceptual knowledge: knowledge that enables us to recognize objects and events and to make inferences about their properties

- ▶ knowledge exists in the form of **concepts**
- ▶ **categories** are all possible examples of a particular concept

Conceptual Knowledge



- ▶ knowing that something is in a category provides a great deal of information about it

Think, pair, share

**What is a bird? How do you know a bird
when you see one?**